



# PROGRAM NEWS

This newsletter is updated periodically and is downloadable from <http://www.healthyfamilies.ca.gov>

VOLUME 11, ISSUE 12

JUNE 2005

*A publication providing information and items of interest to California Healthy Families and Medi-Cal Enrollment Entities, Certified Application Assistants, families, and participating health plans.*

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If you have a story idea you would like to share or comments about this newsletter, please contact us.

EE/CAA telephone  
1-800-279-5012

Email  
[hfnnewsletter@maximus.com](mailto:hfnnewsletter@maximus.com)

Website  
<http://www.healthyfamilies.com>

## Premium Increase to Affect Some HFP Families Next Month

As detailed in the April 2005 issue of this newsletter, the monthly HFP premiums will increase for some families beginning July 1, 2005. New monthly premiums will be increasing only for families with income between 200% and 250% of the federal poverty level (after income deductions). Approximately two-thirds of families will see no change in their premiums. For the affected group of participants, the new monthly premiums will be between \$12 and \$15 per child, up to a maximum amount of \$45 a month for

3 or more children in the family. The previous premium amounts were

*See Premium Increase, page 6*

**Healthy Families  
Premium Increase  
Toll-Free Line  
888-673-4469**

**Monday - Friday  
8 a.m. to 8 p.m.**

**Saturdays  
8 a.m. to 5 p.m.**

## Changes to the Program Marketing and Enrollment Materials Order Forms

The California Department of Health Services (DHS) would like everyone to know about some changes in ordering Healthy Families and Medi-Cal for Families outreach, marketing, and enrollment materials. The order form is still available on-line.

You may access the form through the Medi-Cal website at <http://www.dhs.ca.gov/mcs/medi-calhome/HFApp.htm>.

Please note that the address for forwarding your requests has changed. The options are listed on the order form. The turn-around time for delivery of the materials has not changed. It takes 4 to 5 working days for Enrollment and Training Materials and up to 5 weeks for standard delivery for Marketing Materials. If you wish to find out the status of your order, you may send your request to [MCPUBS@DHS.CA.GOV](mailto:MCPUBS@DHS.CA.GOV).

### To Order Materials:

**E-mail - [MCPUBS@DHS.CA.GOV](mailto:MCPUBS@DHS.CA.GOV)**

**Fax - (916) 552-9478  
(This number has changed!)**

**Mail - 1501 Capitol Avenue, MS 4600  
P.O. Box 942732  
Sacramento, CA 94234-7320**

# HFP Becomes First State CHIP Program to Achieve ISO 9001:2000 Certification

The California Healthy Families Project has recently been registered to the International Organization for Standardization (ISO) 9001:2000 quality standard. The ISO 9001:2000 quality standards have been implemented by some

634,000 organizations in 152 countries around the world. In order to meet the ISO 9001:2000 standard,

companies are required to clearly understand customer needs and specifications, implement a documented and effective quality system, and deliver products or services that

meet customer requirements and answer their needs. In order to achieve certification to these

standards, organizations must be evaluated by an accredited ISO 9001:2000 registrar.

ISO 9001:2000 registration requires a comprehensive assessment and audit of an organization's quality systems and quality assurance policy. Only after stringent third party assessment can ISO 9001:2000 quality certification be received. The Quality System Registrars, of Mississauga, Ontario, audited the California Healthy Families Project in



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***"This is a significant landmark for the program, and I am proud of everyone who worked tirelessly to implement the quality system necessary for ISO 9001:2000 registration."***

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May 2005.

"This achievement was the culmination of a year of preparation by the project's dedicated employees. This registration certifies and recognizes the hard work and commitment to quality of all who work on this project," said Michael Lemberg, California Healthy Families Project Manager. "This is a significant landmark for the program, and I am proud of everyone who worked tirelessly to implement the quality system necessary for ISO 9001:2000 registration."

The HFP will be audited annually by an ISO-accredited independent third-party registrar to maintain their ISO certification status.

## Becoming an EE or CAA

The Healthy Families Program (HFP) owes much of its success to the help it gets from groups and people in the community. These Enrollment Entities (EEs) and Certified Application Assistants (CAAs) are key to reaching eligible families.

To become a CAA, you must be affiliated with an Enrollment Entity (EE). The EE/CAA Help Line (1-800-279-5012) can provide you with information on

those EEs in your community and assist your organization in becoming an EE. The CAA candidate must contact the EE they wish to be affiliated with and receive their consent to provide application assistance through their agency. To become a new EE, you must complete the Invitation to Participate form from web site at: <http://www.healthyfamilies.ca.gov/English/caa/itp.htm>. On the same site, you will find

instructions on completing the form, and copies of required attachments. You will also be required to provide a copy of your business license or tax exempt status. Once a completed EE application is received, it can take up to 4 weeks to confirm EE status. You will receive a letter from the Healthy Families Program with your EE number when your status

*See EE/CAA, page 6*

# Survey shows HFP Benefit to Families

A recently-released study provides quantitative evidence of the benefits and outcomes related to children's access to healthcare. The Pediatric Quality of Life Inventory (PedsQL), a well-tested evaluation tool developed by researchers at San Diego Children's Hospital, who worked with MRMIB to identify the Healthy Families Program's impact on its members. The longitudinal survey included families of children who were newly enrolled in the HFP in 2001 to measure changes in access to care and health status among these children over two years of enrollment. Researchers mailed a self-assessment

baseline survey to more than 20,000 parents with children over the age of two. About 51% of parents and children responded. The parents were asked to report on their children's health access and physical and psychosocial functioning. Children ages five to seven indicated their responses by circling the appropriate faces, which ranged from frowns to

smiles. Older children answered written questions. The researchers conducted surveys in five languages. Parents' and children's responses were used to measure children's well-being in four areas: physical, emotional, social, and school functioning. The researchers found that children in

## Survey results showed:

- ✓ Dramatic, sustained improvements in health status for children in the poorest health and sustained increases for these children in paying attention in class and keeping up in school activities.
- ✓ Meaningful improvement in health status for the population at large.
- ✓ Increased access to care and reduced foregone health care for children in the poorest health and the population at large.
- ✓ A lack of significant variation by race and language in reports of no foregone care—the most significant variable associated with access.

the Healthy Families Program enjoyed better access to care as well as a better quality of life. After one year, the share of families skipping necessary medical care dropped by 10%. Between the first and second surveys, the number of children who had personal physicians increased by 9%, and the number of families reporting difficulties getting medical care decreased by

6%. Children entering Healthy Families with health problems also registered improvements. The PedsQL scores of children in the lowest quartile of health improved from **PedsQL** 58 to 72 in the first year—a 14% increase. Among these children, two components of school functioning scores—paying attention in class and keeping up with school activities—increased by 68%. The most significant improvements occurred after one year of enrollment in the program. These gains were sustained through the second year of enrollment.

## Notice of Correction

In the last issue of the newsletter, page four listed explanations for common acronyms used, and stated "AIM infants are automatically enrolled in Healthy Families". There is some concern that the sentence is misleading and will create the unfortunate impression that a mother doesn't have to do anything to enroll her child, since it says "automatic." The definition should be changed to note, "AIM linked infants are eligible to enroll in HFP. To enroll the infant, submit a Healthy Families newborn enrollment form and payment for the newborn. Coverage will start as of the date of birth if the birth outcome information and premium is received."

*From time to time, the newsletter will print something that needs a correction. If you spot a mistake that should be addressed, please contact: hfnewsletter@maximus.com*

# HFP Call Center Tool: Monthly Quality Management Report

**T**he HFP Call Center uses a number of tools to provide the best possible experience for HFP families. An important measurement of quality customer service is the Monthly Quality Management Report produced by the independent Quality Assurance department. This detailed report scores the quality of all areas of the project and provides each department with a tool for measuring, analyzing, and improving their performance.

This report reflects the quality of the customer service performance that Customer Service Representatives provide the community. All calls are recorded so supervisors and the Quality Assurance Unit can listen to the call and look

into the system to verify that all the components were met.

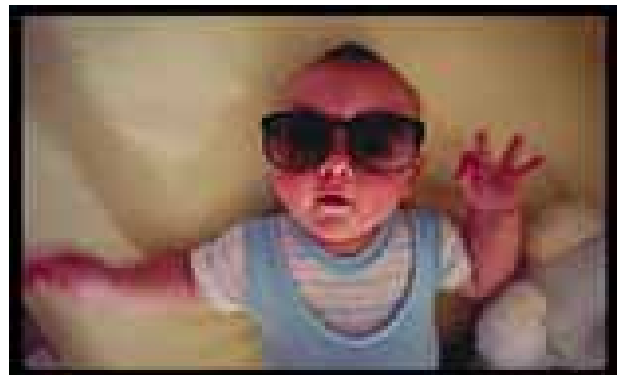
The quality assurance score is based on Proper Greeting, Verification of Caller, Accurate Information, Documentation in Call

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**All calls are recorded so supervisors and the Quality Assurance Unit can listen to the call and look into the system to verify that all the components were met.**

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Notes, and Proper Closure. These scores are tracked monthly and drive the department's efforts to improve. This adherence to quality is a measurement of the entire Call Center's growing and continued success in providing a good experience to each HFP caller.



## Helpful tips for AIM moms

### *How to enroll your baby into HFP*

At the time a woman applies for the AIM program, she will be informed about her infant's eligibility for the Healthy Families Program (HFP).

One month before the infant's due date, the mother will receive an information packet including a form

letter that covers everything she will need to know about enrolling in the HFP. The mother's AIM Plan will also be contacting her, by phone calls

and letters. The contacts will include a phone call within the two weeks prior to the due date and a letter 15 days after the due date.

Two months after the due date, if the Plan has not received notification from the HFP that the infant has been enrolled, the Plan will call the mother.

In order to enroll an infant, the HFP must be notified of the infant's birth and receive all HFP family

premiums that are due. Enrollment can occur at any time through the end of the eleventh month following the month of birth (i.e., through the twelfth month of life), and will

be retroactive back to the date of birth. For more information about this process, please call the HFP at 1-866-848-9166.

**The HFP must be notified of the infant's birth and receive all HFP family premiums that are due.**



# Why use Health-e-App?

Health-e-App makes applying for health coverage faster and easier. It is for that reason that more families are applying through Health-e-App. In fact, 41% more applications were submitted electronically last month than a year ago. There are several benefits for both CAA's and applicants.

## 1. Completeness

A recent study found that 68% of applications that come to Healthy Families have some form of missing

information. Health-e-App helps ensure that the application is more complete before it is submitted.

## 2. Easier to Choose a Doctor

On Health-e-App, applicants can choose a health plan and a doctor in their area by searching on the criteria that matters most to them. Applicants can search doctors by specialty, health plan, language spoken, gender, etc. In addition, Health-e-App

provides maps and driving directions to the doctor's location.

## 3. Faster Processing Time

It is an electronic process, so there is no data entry required once it is This results in the application being processed faster and the children getting health care coverage faster.

## 4. Instant Preliminary Eligibility Determination

Health-e-App provides preliminary determination in real-time, which gives applicants the satisfaction of quickly knowing their eligibility options.

## 5. Easier Payment Options

With Health-e-App, applicants can make their initial premium payment using a credit card online, an online check, Western Union, or they can still choose to mail in their payment.

To get more information about Health-e-App, visit the DHS informational site at <http://www.dhs.ca.gov/health-e-app> or call the Health-e-App Help Desk toll-free at 1-866-861-3443. The Help Desk is open Monday through Friday from 8:00 a.m. to 8:00 p.m., and Saturday from 8:00 a.m. to 5:00 p.m.

<http://www.healtheapp.net> is a web-based application that CAA's can use to submit Healthy Families applications online.

## INFO LINE joins HFP

INFO LINE of Los Angeles is a private, not-for-profit organization that recently joined the Healthy Families Program (HFP) as an Enrollment Entity (EE). This information and referral agency helps over 380,000 individuals and families each year. Since 1981, INFO LINE has provided free, confidential

services to those in need -24 hours a day, 7 days a week.

Over a three-day period earlier this month in Los Angeles, INFO LINE employees were trained as Certified Application Assistants.

Effective July 1<sup>st</sup>, in addition to providing a hotline for reporting

elder abuse, cold weather sheltering and disaster

assistance, these 62 individuals will also provide application assistance to families needing health insurance for their children. For more information about INFO LINE and their services, visit their web site



at: <http://www.infoline-la.org>. For more information about becoming an EE with the HFP, call the EE/CAA Help Line at 1-800-279-5012.

## EE/CAA *(Continued from page 2)*

as an EE has been approved. Once you have identified the EE you wish to be affiliated with and signed the appropriate forms, the staff at the EE/CAA Help Line will ask you to fill out a CAA Agreement and assist you with the web-based training pre-registration process.

When this has been completed, you are ready to complete the on-line training course. The course will take about 5 hours. New CAAs will receive a confirmation letter / e-mail detailing this process. Upon successful completion of the training, CAAs will receive

a certificate of completion with a CAA number. This number is needed when completing the joint Healthy Families / Medi-Cal mail-in application. Healthy Families offers a help desk for Enrollment Entities and Certified Application Assistants who are interested in training or updating their registration information. The Help Desk also provides basic information regarding eligibility. If you wish to contact the EE/CAA Help Desk, please call 800-279-5012 between 8:30 a.m. and 5:00 p.m. or send us an e-mail at [caaliaison@maximus.com](mailto:caaliaison@maximus.com).

## Premium Increase *(Continued from page 1)*

between \$4 and \$9 per child, up to a maximum of \$27 for 3 or more children. Since this is the first time in the program's history that premiums have been increased, it is important that the families and those organizations involved are all aware of the increase. Notices have been sent to the affected families to let them know that they will be expected to begin paying the new premium effective with their July 2005 payment. These preliminary notices were sent out over the past month in an effort to ensure an effective transition to the new premium structure. Families also received a premium re-evaluation form and brochure to assist them

in determining if changes in their family size or income might change their premium amount.

The premium increase information has also been communicated to the participating health plans and to some advocates in meetings and letters so that all will be informed about the upcoming changes.

In addition, a separate toll-free number (888-673-4469) has been established to answer questions about the premium changes. The number is available during our usual working hours – Monday through Friday from 8 a.m. to 8 p.m. and Saturdays from 8 a.m. to 5 p.m. Should you have any questions, please don't hesitate to call.

## Contribute to the Healthy Families Program News

**This newsletter is only as good and useful as the information we receive. If you have a story idea, correction, or concern about anything you read in this newsletter, please don't hesitate to contact us at:**

**[hfnewsletter@maximus.com](mailto:hfnewsletter@maximus.com)**

**Please try to keep story submissions brief and related to the California Healthy Families or Medi-Cal for Children Programs.**

## When is the best time to call?

Applicants looking to receive the fastest access to the HFP Call Center (1-866-848-9166) should try calling during non-peak times:

Good.....Weekdays after 11 a.m.  
Better.....Weekdays after 6 p.m.  
Best.....Saturdays 8.m. to 5 p.m.



The Call Center is open Monday through Friday from 8 am to 8 pm and Saturday from 8 a.m. to 5 p.m

# Important Reference Information

## Must-Have Contact Numbers and Websites

### Medi-Cal and Healthy Families (Single Point of Entry) Information Line

**1-800-880-5305**

Monday through Friday, 8:00 a.m. to 8:00 p.m.

Saturday, 8:00 a.m. to 5:00 p.m. (Closed Sunday)

Applicants may call this number to:

- Ask specific questions about joint mail-in applications
- Request an application ora pply by phone
- Check the status of an application

### Medi-Cal for Families and Healthy Families Outreach Information Line

**1-888-747-1222** OR email: [HealthyFamilies@MAXIMUS.com](mailto:HealthyFamilies@MAXIMUS.com)

Monday through Friday, 8:00 a.m. to 8:00 p.m.

Saturday, 8:00 a.m. to 5:00 p.m. (Closed Sunday)

Anyone may call this number to:

- Ask general questions about the Medi-Cal and Healthy Families Programs
- Request an application
- Find a CAA in their area

### Healthy Families Membership Line

**1-866-848-9166** OR email: [HealthyFamilies@MAXIMUS.com](mailto:HealthyFamilies@MAXIMUS.com)

Monday through Friday, 8:00 a.m. to 8:00 p.m.

Saturday, 8:00 a.m. to 5:00 p.m. (Closed Sunday)

Healthy Families subscribers may call to:

- Ask questions about their Healthy Families coverage
- Report a change of address
- Report changes in family size
- Add a child to Healthy Families
- Register an AIM linked infant

### EE and CAA Help Desk Line

**1-800-279-5012** OR email: [ee-caalaison@MAXIMUS.com](mailto:ee-caalaison@MAXIMUS.com)

Monday through Friday, 8:30 a.m. and 5:00 p.m. (Closed weekends)

CAAs and others may call this number to:

- Find out about CAA training
- Update their registration information
- Ask basic questions regarding eligibility

### Healthy Families Website

<http://www.healthyfamilies.ca.gov>

Anyone may use this website to:

- Research general questions about the Medi-Cal and Healthy Families Programs
- Download a copy of the application
- Find a CAA in their area

### Health-e-App Help Desk

**1-866-861-3443** OR email: [HFHeA@MAXIMUS.com](mailto:HFHeA@MAXIMUS.com)

Monday through Friday, 8:00 a.m. to 8:00 p.m.

Saturday, 8:00 a.m. to 5:00 p.m. (Closed Sunday)

Health-e-App Users may call to:

- Establish accounts (EEs may do this)
- Ask questions about HeA
- Report any problems using HeA
- Reset expired passwords

### Access for Infants and Mothers (AIM) Website

<http://www.aim.ca.gov>

Anyone may use this website to:

- Research general questions about the AIM Program
- Download a copy of the AIM application

## Welcome New Certified Application Assistants!

Catherine Abbott  
Teresa Abbott  
Regina Acosta  
Carla Adagun  
Crystal Anaya  
Margaret Androwski  
Susan Aranda  
Petra Arciniega  
Yolanda Barrios  
Cathy Barroero  
Anastacia Batres  
Christina Becerra  
Thelma Bell  
Rudy Bernal  
Marta Bernal  
David Bessler  
Sarah Boehm  
Stella Bonilla de Carr  
Ines Briones  
Maribel Briseno  
Adrienne Brooks  
Shanita Bryant  
Kezzia Bullen  
Mary Byrd  
Maria Cabanillas  
Corena Cagle  
Alba Castaneda  
Christopher Castillo  
Kristina Chandley  
Jackie Chavez  
Maria Chavez  
Silvia Chavez  
Carlene Chiu  
Brenda Coleman  
Paula Connors  
Miriam Vega Cruz  
Marisela Cruz  
Josephine Cruz  
Leslie Cuellar  
Jesus Curiel Jr  
Martha Davalos  
Sylvia De Martino  
Cesar Del Real  
Reynel Delgado  
Patricia Diaz  
Aurelia Enriquez  
Olga Espinoza  
Erika Estrada  
Sergio Fare  
Marcelina Fernandez  
Carmen Flores  
Cecilia Frances  
Antonio Gallegos  
Nancy Garcia

Elaine Garza  
Darci Giro  
Roger Glancy  
Joel Gomez  
Anabel Gomez  
Hipolito Gonzalez  
Hilda Gonzalez  
Mercedes Gonzalez-Bailey  
Leonard Gordon  
Lily Guererro  
Albertine Gutierrez  
Griselda Gutierrez  
Rosa Guzman  
Emily Hansen  
Claudia Haro  
Tynisha Harris  
Arlene Hernandez  
Lorraine Hernandez  
Nidia Hernandez  
Pamela Hernandez  
Elisa Hernandez  
Christina Ho  
Tony Huang  
Rita Huitron  
Josie Hunt  
Maggie Hutchinson  
Evelyn Ignacio  
Kaoru Itakura  
Anne Johnson  
Lena Jones  
Pamela Jones  
Valeria Jones  
Martha Key  
Shawn Kim  
Helen Kim  
Steve Kirkendoll  
Mary Kladouris  
Sheri Kulungian-Mendoza  
Caroline Leverette  
Cherrie Lim  
Sara Lopez  
Sylvia Lopez Ybarra  
Lupe Lozano  
Stephen Lurati  
Luz Macias  
Karina Madera  
Lorena Madrid  
Gale Madyun  
Michael Maldonado  
Rita Mariscal  
Sergio Martinez  
Kathryn Maurer  
Paul Maya  
Leny Mayhak

Terry McKeen  
Melissa Medina  
Laura Mejia  
Isabel Mejia  
Lyz Melendez  
Patricia Metcalfe  
Kathy Metoyer  
Armando Meza  
Patricia Meza  
Cynthia Montes  
Louise Moore  
Arlene Moreno  
Everett Morgan  
Mai Moua  
Sokounthea Nget  
Anh-Thu Nguyen  
Helena Hanh Nguyen  
Bryson Nicole  
Roxanne Nuñez  
Melina Oregon  
Mildred Orosco  
Acencion Ortiz  
Elvira Ortiz  
Elizabeth Otwell  
DeboraAh Paez  
Mirtha Pantoja  
Carla Perez  
Tru Pham  
Robert Pineda  
Yanira Pinto  
Salvador Quijano  
Shirl Rachal  
Linda Reyes  
Margarita Reyes  
George Reynoso  
Ramee Richards

Stephen Robitaille  
Bertha Robles  
Cristina Saari  
Lucia Salcedo  
Irene Sanchez  
Flor Sanchez  
Barbara Schonborn  
Ellen Shannon  
Patricia Sierra  
Monica Sii  
Jose Silva  
LaQuinta Sledge  
Darlene Smith  
Robin Song  
Carolynn Spezza  
Carolyn Stubblefield  
Mary Ellen Sweeny  
Peter Talavera  
Ofelia Tamayo  
Jie Jing Tang  
Bao Thao  
Praxedis Torres  
Mariana Ulloa  
Michelle Valles  
Delia VanderLaan  
Kia Vang  
Lung Vang  
Carol Vasquez  
Martha Veloz  
Lyzette Villalvazo  
Yolanda Villaseñor  
Michelle Vu  
Matthew Weiner  
Jamie Williams  
Vicky Wong  
Irma Zamarron

## Welcome New Enrollment Entities!

Pacific South West Community  
Development Corp.  
Info Line of Los Angeles  
Comtempo Goldstar Insurance  
National Health Foundation  
CALSTAR Financial  
Jacaranda Insurance Agency Inc.  
Monarch Family Health Care